Washington State Magazine’s combination of journalistic excellence and engaged readership offers exceptional advertising value as a regional university magazine.

We tell Washington State’s stories. No matter what the issue of the day, it becomes our story, through the eyes and work of our people. We are serious about giving our readers the best possible reporting on science and academe. But we also like humor and sports, good food and wine, great photography and thoughtful essays. We tell the stories of our readers themselves, our alumni, through lively profiles.

We are Washington State’s magazine. We are about people and place, about great ideas and the good things in life, about doing good in and making sense of a fascinating world.
average total circulation: 150,000
QUARTERLY :: FULL COLOR :: 56 PAGES
ALSO DISTRIBUTED THROUGH ALASKA AIRLINES AND AMTRAK

commitment to sustainability

digital versions
WEB :: INTERACTIVE MAGAZINE :: E-NEWSLETTER :: VIDEOS :: PODCASTS

circulation + distribution
A HIGHLY ACCLAIMED AND AWARD-WINNING PUBLICATION that is eagerly anticipated by graduates, donors, faculty, staff, and friends of Washington State University.
gender

Male: 51%
Female: 49%

age distribution

under 20: < 1%  21–25: 6%  26–30: 10%
31–40: 20%  41–50: 21%  51–60: 22%
61–70: 12%  over 71: 9%

level of education (alumni)

Bachelor degree: 82%
Masters degree: 12%
Doctoral degree: 6%

market areas

Seattle/Tacoma/Olympia CSA: 35%
Portland (Vancouver) MSA: 11% (other Oregon: 1%)
Tri-Cities/central Washington: 10%
Spokane/Coeur d’Alene: 10% (and adjacent counties)
Pullman/Moscow: 6% (and adjacent counties)
N. California: 4%  S. California: 4%
other Idaho: 2%  NY/New England: 2%
Arizona: 2%  Texas: 1%  Washington DC: 1%
other US: 11%  other int’l: < 1%

spring 2020

I, scientist

Cannabis in Washington state

The new era in green reconstruction

summer 2020

To dream the impossible dream

A natural understanding

When the sky fell

fall 2020

A world without insects?

Gardens of refuge

A taste of the wild side

winter 2020

Some two billion years ago,
a get together

The faces of small farms

Being there
in season
Wild things
Jalapeños were the gateway (Peppers)
First you have to find them
New stars of the market shelf

sports
One kickin’ season
New coach, new era
“The Voice”
Cougar confidential
Guiding a transition game

alumni profiles
Rockin’ the stars
Stepping up her game
He got the call
Heaven so fine
ad sizes

<table>
<thead>
<tr>
<th>Size</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-page spread (bleed)*</td>
<td>16.75&quot;</td>
<td>10.75&quot;</td>
</tr>
<tr>
<td>Two-page spread (no bleed)</td>
<td>16.25&quot;</td>
<td>10.25&quot;</td>
</tr>
<tr>
<td>Full-page (bleed)*</td>
<td>8.375&quot;</td>
<td>10.75&quot;</td>
</tr>
<tr>
<td>Full-page (no bleed)</td>
<td>7.625&quot;</td>
<td>10&quot;</td>
</tr>
<tr>
<td>2/3-page (bleed)*</td>
<td>5.25&quot;</td>
<td>10.75&quot;</td>
</tr>
<tr>
<td>2/3-page (no bleed)</td>
<td>4.667&quot;</td>
<td>9.125&quot;</td>
</tr>
<tr>
<td>1/2-page (bleed)*</td>
<td>8.375&quot;</td>
<td>5.25&quot;</td>
</tr>
<tr>
<td>1/2-page (no bleed)</td>
<td>7.125&quot;</td>
<td>4.5&quot;</td>
</tr>
<tr>
<td>1/3-page (no bleed)</td>
<td>4.667&quot;</td>
<td>4.5&quot;</td>
</tr>
<tr>
<td>Business card (no bleed)**</td>
<td>2.125&quot;</td>
<td>3.5&quot;</td>
</tr>
</tbody>
</table>

**BLEED SPECIFICATIONS:** Bleed ad dimensions above DO NOT include an additional .125" on all sides (required) which is trimmed away during magazine construction.

**AD GRID MARGINS:** All type and graphics should reside .75" in from the trim, or .875" in from the bleed.

**The business card ad has special specifications.**

artwork specs

Ads may be created using Adobe InDesign, Illustrator or Photoshop; you can submit a press-ready PDF saved from these applications.

All artwork should be produced using CMYK color mode and the US WEB Coated (SWOP) v2 color setting. Images should be at least 300 pixels per inch (at actual size); line art at least 1200ppi. Spot colors should be converted to CMYK equivalents and fonts, whenever possible, converted to outlines.

Setup for the above applications as well as PDF conversion instructions may be found at magazine.wsu.edu/artwork.

Washington State Magazine is not responsible for the quality of any printed ad that does not conform to these specifications.

SUBMISSION INSTRUCTIONS

Digital files may be submitted to the art director on a CD/DVD via FTP at filetransfer.wsu.edu (use jpaxson@wsu.edu as the recipient’s name), or by email (under 10MB) to jpaxson@wsu.edu. Please include all pertinent insertion and contact information along with payment.

contact: Lowell Ganin | c:520-307-1759 | w:206-717-5808 | lowell@everedify.com
### Ad Rates

<table>
<thead>
<tr>
<th></th>
<th>1X</th>
<th>2X</th>
<th>3X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two-page Spread</td>
<td>$7,430</td>
<td>$7,060</td>
<td>$6,705</td>
</tr>
<tr>
<td>Full-page</td>
<td>$4,150</td>
<td>$3,945</td>
<td>$3,745</td>
</tr>
<tr>
<td>2/3-page</td>
<td>$3,485</td>
<td>$3,310</td>
<td>$3,145</td>
</tr>
<tr>
<td>1/2-page</td>
<td>$2,655</td>
<td>$2,520</td>
<td>$2,395</td>
</tr>
<tr>
<td>1/3-page</td>
<td>$2,075</td>
<td>$1,970</td>
<td>$1,875</td>
</tr>
<tr>
<td>Business Card</td>
<td>$500</td>
<td>$450</td>
<td>$400</td>
</tr>
</tbody>
</table>

Payment is due with ad submission.

Cancellations must occur on or before the space close date to not risk forfeiture.

### Advertising Deadlines

<table>
<thead>
<tr>
<th>Issue</th>
<th>Space Close</th>
<th>Ad Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 2021 (Spring)</td>
<td>10/23/20</td>
<td>12/4/20</td>
</tr>
<tr>
<td>May 2021 (Summer)</td>
<td>1/29/21</td>
<td>3/11/21</td>
</tr>
<tr>
<td>August 2021 (Fall)</td>
<td>4/22/21</td>
<td>6/3/21</td>
</tr>
<tr>
<td>November 2021 (Winter)</td>
<td>7/22/21</td>
<td>9/2/21</td>
</tr>
</tbody>
</table>

Ads are placed at the discretion of the art department with attention to effectiveness and relationship to editorial and graphic content.

**Available on Request**

Inserts such as business reply cards, brochures and envelopes are priced separately from the above advertising rates.
kudos

From its very first issue, Washington State Magazine has consistently been recognized for excellence in writing, design, and photography by the Council for Advancement and Support of Education (CASE), an international organization that promotes excellence in educational advancement through alumni relations, communications, marketing, and fundraising.